(54) Title:　CONSUMER PROFILING SYSTEM WITH ANALYTIC DECISION PROCESSOR

(57) Abstract

A system which processes information to identify product choices within a product domain for a user, presents structured data concerning attributes of products in the product domain to the user in a readily understandable and efficient manner, allowing the user to make the best choice according to his or her own personal profile. A user interface (20, 21 and 22) presents a sequence of input prompts to the user to gather preference and requirement data for a plurality of attributes of products in the product domain. A decision engine (10) is coupled to the user interface (20, 21 and 22) and filters the product domain to present a set of products according to the gathered preference and requirement data as product choices to the user.